

## REMARKS

Applicants respectfully request that the above-identified application be re-examined.

The final Office Action in the above-identified application mailed September 28, 2006 ("Office Action"), rejected all of the claims remaining in this application (68-81) under 35 U.S.C. § 103(a) based on a newly cited reference--U.S. Patent No. 6,823,318 (Creswell et al.). This amendment is being filed in connection with an accompanying Request for Continued Examination (RCE).

While applicants respectfully disagree with the grounds of rejection set forth in the Office Action, in order to advance the prosecution of this application, independent Claim 68 and dependent Claims 78 and 81 have been amended to make it clearer that the premium telephone number both establishes a telephone communication link with a billing server as well as provides a telephone communication billing entity to which an order for a product is to be billed. This subject matter is not taught or even remotely suggested by Creswell et al., as more fully discussed below. As a matter of fact, Creswell et al. does not even disclose a system that uses a premium telephone number to establish a telephone communication link, much less to provide a telephone communication billing entity to which the order for a product is to be billed.

More specifically, as amended, Claim 68 is directed to a computer-readable medium having a plug-in component containing program code for ordering a product from a plurality of computers and servers connected to form an internetwork. The plug-in component places an order for a product by using a premium telephone number to establish: (1) a telephone communication link with a billing server connected to the internetwork that processes the order for the product; and (2) a telephone communication billing entity to which the order for the product is to be billed. The plug-in component also transfers the order for the product to the billing server for processing and obtains access information from the billing server via the premium telephone communication link, which is used to claim the ordered product.

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In contrast, Creswell et al. discloses a method of purchasing an item that includes providing the identity of the item to the purchaser over the Internet. The purchaser then places a telephone call over a telephone network to a billing server. During the telephone call, the billing server receives the item identity information and information about the billing device, such as a prepaid card number or a credit card number. The billing server provides a confirmation number to the purchaser during the telephone call. The purchaser then sends the confirmation number to the vendor server. After verifying the confirmation number, the vendor sends the item to the purchaser, and the vendor server sends the confirmation number to the billing server over the telephone network. Creswell et al. does not teach or suggest the use of a premium telephone number, such as a 900 number, for any purpose, much less to establish a telephone communication link with a billing server and a telephone billing entity to which an order for a product can be billed.

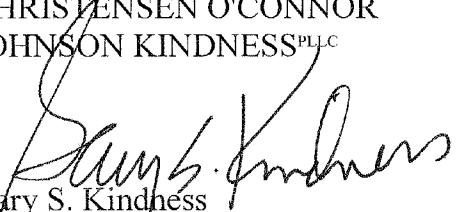
Since Creswell et al. does not teach or even remotely suggest the subject matter of Claim 68, particularly as amended, applicants respectfully submit that Claim 68 is clearly allowable. Applicants further submit that because Claim 68 is allowable, Claims 69-81, all of which depend directly or indirectly from Claim 68, are also allowable. Claims 69-81 are also submitted to be allowable for additional reasons. For example, Claim 69, which depends from Claim 68, recites that the plug-in component further places the order for the product by, prior to establishing the premium telephone communication link with the billing server, establishing an Internet communication link with the billing server, obtaining a transaction identification that identifies the order for the billing server, and disconnecting the internetwork communication link with the billing server. While Creswell et al. does disclose a peripherally similar arrangement, Creswell et al. does not disclose disconnecting the Internet communication link with a billing server prior to establishing a premium telephone communication link with the billing server. Claims 70-81, all of which depend directly or indirectly from Claim 68, include additional

recitations that, when considered in combination with the claims from which these claims depend, are clearly allowable for reasons in addition to the reasons why Claim 68 is allowable.

In view of the foregoing comments, applicants respectfully submit that all of the claims remaining in this application (68-81) are clearly allowable. Consequently, early and favorable action allowing these claims and passing this application to issue is respectfully solicited.

Respectfully submitted,

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